

WE CLAIM:

- 1 1. A method of controlling communication to multiple end users at geographically different
- 2 locations, the method comprising:
- 3 -in a broadcasting mode broadcasting content information for receipt by the end users;
- 4 -in a conferencing mode:
- 5 -enabling interconnecting at least one subset of the end users through a network;
- 6 -enabling interaction between the end users of the subset via the network; and
- 7 -enabling switching between the broadcasting mode and the conference mode.

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- 1 2. The method of claim 1, comprising, while in the conference mode, broadcasting the interaction
- 2 to another subset of the end-users.
- 1 3. The method of claim 1, wherein the switching is enabled by a specific event in the content
- 2 information broadcasted.
- 1 4. The method of claim 1, wherein the content information comprises video information, and
- 2 wherein the method comprises:
- 3 -creating a graphics representation of the video information;
- 4 -in the conference mode supplying the graphics representation to the subset of end users.
- 1 5. The method of claim 4, wherein:

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1 8. The system of claim 7, wherein:

2 -the server comprises:

3 -a server input for receiving video data; and

4 -a model generator connected to the server input for generating a graphics model based on the
5 video data;

6 -a server output connected to the model generator for supply of the model;

7 -a respective client comprises:

8 -a client input connected to the server output for receipt of the model.

1 9. A client apparatus for use with a video server, the client apparatus comprising:

2 -a receiver for receiving a TV broadcast;

3 -a coder for coding information received via the Internet from another client; and

4 -an input for receipt of a control signal from the server;

5 wherein:

6 -the apparatus is operative to selectively control switching the apparatus between making accessible to
7 an end user the broadcast or making accessible to the end user a real-time communication channel with
8 another client in response to receipt of the control signal.

1 10. The apparatus of claim 10, being operative to render a 3D graphics model received from the
2 server and to make the rendered model accessible to the end user while the end user has access to the
3 communication channel.